

Message Text

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PAGE 01 QUITO 05038 281631Z
ACTION ARA-14

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R 272230Z JUL 77
FM AMEMBASSY QUITO
TO SECSTATE WASHDC 5212
USDOC WASHDC
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 5038

PASS WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, BENC, EC
SUBJECT: CCAG 3RD QUARTER FY 77 CCP REVIEW

1. THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) MET ON JULY 14. REPRESENTING THE CONSULATE GENERAL WAS EDGAR L. ROJAS, THE NEWLY-ARRIVED E/C OFFICER. THE FOLLOWING WAS DISCUSSED:

2. MR. ROJAS RAISED THE POSSIBILITY OF THE CONGEN MANNING A BUSINESS INFORMATION ROOM AT THE GUAYAQUIL INTERNATIONAL FAIR THIS SEPT./OCT. USE OF THE ROOM WAS OFFERED BY FERNANDO LEBED, THE FAIR DIRECTOR. THE CCAG AGREED THAT THIS WOULD BE A GOOD IDEA IF FEASIBLE, AND GAVE MR. ROJAS THE GO-AHEAD TO LOOK INTO THE IDEA FURTHER.

3. ALSO DISCUSSED WERE THE STEPS THAT COULD BE TAKEN NOW TO ASSURE A U.S. PRESENCE AT THE 1979 GUAYAQUIL FAIR. USIA HAS ALREADY AGREED TO CONTRIBUTE A CENTERPIECE ON THE SUBJECT OF TECHNOLOGY TRANSFER. THERE APPEARS TO BE A GOOD CHANCE THAT OTHER HELP, FINANCIAL AND ADVISORY, WOULD BE FORTHCOMING FROM BOTH USDOC AND USIA IF OUR REQUEST IS MADE EARLY ENOUGH TO BE INCORPORATED INTO
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PRELIMINARY PLANNING IN WASHINGTON.

4. THE POST'S HANDLING OF POTENTIAL GOE PURCHASES OF MILITARY EQUIPMENT THROUGH CIVILIAN CHANNELS WAS ALSO ON THE AGENDA. IT WAS AGREED THAT THE E/C SECTION AND THE MILITARY LIAISON OFFICE (MLO) WOULD WORK CLOSELY ON THESE SALES, ALTHOUGH A CLEAR-CUT OPERATING

PROCEDURE IN THESE MATTERS COULD PROBABLY NOT BE ESTABLISHED. ONE PROBLEM IS THAT REPRESENTATIVES OF U.S. FIRMS SELLING MILITARY EQUIPMENT OFTEN DO NOT WISH TO TALK TO THE E/C SECTION PREFERRING INSTEAD TO DEAL WITH THE MLO OR DEFENSE ATTACHE OFFICE, EVEN THOUGH THESE LATTER OFFICES ARE NOT PERMITTED TO "GO TO BAT" FOR A U.S. FIRM THE SAME WAY AS THE E/C SECTION CAN.

5. IN A BRIEF REVIEW OF THE DRAFT FY 1978 CCP, IT WAS EMPHASIZED THAT THE CONGEN HAS AN EQUAL VOICE IN ITS PREPARATION AND REVISION. ANY NEW PERSPECTIVES THAT THE CONGEN BRINGS TO BEAR WILL BE GLADLY INCORPORATED INTO THE DOCUMENT. FSL CORTEZ MADE THE POINT THAT THE VIEWS OF THE MISSION'S THREE LOCAL COMMERCIAL ASSISTANTS SHOULD ALSO BE TAKEN INTO ACCOUNT.

6. THE RESULTS OF THE 3RD QUARTER CCP WERE ALSO DISCUSSED. THE ABSENCE OF MR. CORTEZ FOR SIX WEEKS OF USDOC TRAINING, AND THE GAP BETWEEN THE DEPARTURE OF MR. METZLER AND THE ARRIVAL OF MR. ROJAS IN GUAYAQUIL KEPT THE MISSION FROM ACCOMPLISHING ALL ITS THIRD-QUARTER GOLAS. HOWEVER, IT WAS BELIEVED THAT ALL THE SHORTFALL COULD BE MADE UP DURING THE FOURTH QUARTER. ON THE POSITIVE SIDE, IT WAS NOTED THAT DESPITE THE ABOVE PROBLEMS THE MISSION'S REPORTING OF PRIVATE TRADE OPPORTUNITIES INCREASED SUBSTANTIALLY, AND AN UNUSUALLY UNCLASSIFIED

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SUCCESSFUL PRINTING AND GRAPHIC ARTS CATALOG EXHIBITION WAS HELD AT BOTH THE EMBASSY AND CONGEN.

7. IT WAS ALSO NOTED THAT DURING THE ABSENCE OF MR. CORTEZ THE EMBASSY DEVELOPED A BACKLOG IN WTDRS AND ADS REPORTS, UNDERSCORING THE NEED FOR AN ADDITIONAL COMMERCIAL ASSISTANT POSITION IN QUITO AS HAD BEEN STATED IN FY78 BUDGET REQUEST.

8. ALSO DISCUSSED WAS THE RESUMPTION OF ECUADOR'S IMPORT BOOM. IMPORTS FOR THE FIRST HALF OF 1977 HAVE TOTALLED MORE THAN 70 PERCENT ABOVE THE AMOUNT FOR THE FIRST HALF OF 1976. THIS TREND IS GENERATING AN INCREASE IN TRADE OPPORTUNITY REPORTING. THE CCAG CONCLUDED THAT THIS CONFIRMS AND REINFORCES OUR FY78 BUDGET REQUEST FOR A COMMERCIAL/CONSULAR OFFICER POSITION IN QUITO AND A POLITICAL/COMMERCIAL OFFICER POSITION IN GUAYAQUIL.

9. FOLLOWING ARE STATISTICS COMPARING THE MISSION OUTPUT OF CERTAIN TYPES OF COMMERCIAL REPORTING IN THE FIRST THREE QUARTERS OF FY77 WITH THE SAME PERIOD OF

FY76:

OCTOBER 7 - JUNE 30
FY - 76 FY - 77

PRIVATE TRADE OPPORTUNITIES	139	183
(EMB)	(77)	(95)
(CONGEN)	(52)	(88)

FOREIGN GOVERNMENT TENDERS	44	54
(EMB)	(28)	(21)
(CONGEN)	(16)	(33)

EARLY WARNINGS	13	18
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(EMB)	(8)	(12)
(CONGEN)	(5)	(6)

AGENT DISTRIBUTOR SERVICE	33	23
(EMB)	(33)	(23)
(CONGEN)	(33)	(23)

WTDR	211	155
(EMB)	(86)	(70)
(CONGEN)	(125)	(85)

LICENSING OPPORTUNITIES/

JOINT VENTURES	6	9
(EMB)	(6)	(8)
(CONGEN)	(-)	(1)

MARKET STUDIES	-	4
(EMB)	(-)	(4)
(CONGEN)	(-)	(4)

MAJOR PROJECTS REPORTED	44	31
(EMB)	(31)	(31)
(CONGEN)	(13)	(-)

EXHIBITS/SEMINARS	1	4
(EMB)	(1)	(4)
(CONGEN)	(-1)	(4)

ADS & MARKET STUDIES ARE PREPARED JOINTLY BY QUITO AND
GUAYAQUIL. CORR

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